

## Building of the Home as a Matter of Economy

### Bronx Expert Shows How Continual Northward Growth of Metropolis Transforms Suburban Residential Tracts Into Populous Sections.

BY J. CLARENCE DAVIES.

He is one of the most energetic in a group of operators who have spread immense improvements throughout the North Side. He has been active there for thirty years. Home building is the great basic factor in metropolitan real estate development.

Home spread first with the steady growth of the metropolis and other land utilities appear in logical sequence. It was not so many years ago when homes largely of the suburban type stood upon what is to-day the highest priced land of our central business districts.

The Bronx was originally settled by wealthy merchants of New York, who lived in that section and the homes, as suburban homes are used to-day by the wealthy classes, for spring and autumn occupancy. In the fifties some of these estates were divided and sold to Germans, who have a liking for ground around their houses with kitchen gardens and flowers, so that up to the year 1870 or 1880 a large part of the borough was occupied by Germans who had gardens around their houses and the borough was of the nature of a suburban home district.

In 1888 or 1889 the elevated railroad began to run through the district. It started modern development on the east side and finally led to the building of apartment houses along the main avenues and side streets.

### FORCED THE HOME OWNERS FURTHER NORTHWARD.

This forced the people who desired their own homes further out, so that while south of One Hundred and Eighty street is thickly populated with apartment houses the outlying sections have become practically the section of the new, and they range from modest two-story frame buildings to the mansions of multi-millionaires at Kingsbridge and Riverdale.

To-day the part of the district occupied mostly by dwellings of the modest kind is in Westchester and Williamsbridge, while the more expensive and pretentious dwellings have been built through Fordham, Bedford Park, along the Concourse and Sedgwick avenue, running to the Kingsbridge section. This is particularly marked along Sedgwick avenue in the neighborhood of University Heights, around New York University and north along Sedgwick avenue to Jerome Park Reservoir and the Van Cortlandt estate, where many beautiful homes have been built for private occupancy.

Undoubtedly this home building will continue up to Van Cortlandt Park when the Van Cortlandt estate is cut up, as the location between Van Cortlandt Park and Jerome Park Reservoir is an ideal one for private homes, the ground being high and easy of access by reason of the subway station at Two Hundred and Thirty-eighth street and Broadway.

On the west side of Broadway is the Riverdale section, which has been occupied by wealthy people for several generations. George W. Perkins, Darwin P. Kingsley, the Morosinis, the Delafields, Dashes, Paynes, Babcocks, Godwins and many others have magnificent residences there. In that section, about opposite the Van Cortlandt estate, a little to the northwest, are such beautiful developments as Fieldston, where eight or ten handsome private dwellings are being erected. There, also, the Teachers' College has acquired a large amount of ground for its own occupancy.

### POINTING OUT THE NEXT BIG DEVELOPMENT.

Adjacent to Van Cortlandt Park and Moshulu Parkway, with good rapid transit facilities, that district is logical for the next development, and the new Lexington avenue subway, with a station at Jerome avenue and Moshulu Parkway, will undoubtedly tend to bring this section in for home building.

When one compares the prices of lots down on Long Island or over in Jersey or way up in Westchester County, where they have to commute, which means rushing for trains and high fares, with prices at which they are able to get lots in New York City at and around the beautiful parks right on the subway line, it seems a mystery why people do not stay in the city, where lots can be bought cheaper, a home built just as cheaply, with less expenses for better schools and a safer investment. After occupying such a city home for years the owner can sell it at a tremendous increase in price. Opportunities in the Bronx are here to-day for the man who wants to buy a lot and build his own home. It only needs attention and examination into facts for a man to see this.

### HOMESSEKERS' RUSH TO SUBURBS BREAKS RECORDS

Suburbans are embraced by the lure of the suburbs. Wealthy families are buying pretentious country estates, wage-earners of moderate means are taking small houses which are bought on terms similar to rent payments. The season thus early promises to be the busiest of the decade.

"We want to impress the public with the fact that the American Real Estate Company, with all its \$24,000,000 of assets, stands behind the Watson property and that this company has been the biggest single factor in the great development of the Bronx," says an officer of the company. "On what happens this Saturday and the following week depends our future policy in the handling of the Watson. By that I mean we may decide to offer it privately to builders instead of investors, as we have been doing during the past month."

Mount Vernon and New Rochelle are just over rapid transit service on the new New York, Westchester and Boston Railroad, which will start next



J. CLARENCE DAVIES

Wednesday. Express trains will run from New Rochelle to Harlem River in fifteen minutes, locals in twenty-five.

"We are building the most artistic bungalow colony in the metropolitan suburbs at Larchmont Gardens," says Clifford B. Harmon. "It is thirty-five minutes from Grand Central Station with forty-seven trains a day. Our cash prizes for those who build at once reduce greatly the cost of the home."

Two more brick dwellings were sold at Mapleton to-day. They are a half-hour from Park Row at the Bay Park Station of the Brooklyn Sea Beach line. Buyers paid \$100 cash, with the balance due like rent.

Otto Singer, the Brooklyn builder, has sold nearly 100 houses within a year.

### REAL ESTATE FOR SALE— LONG ISLAND.

At 1.30 P. M. Sunday  
for  
**MASSAPEQUA**

From Long Island Depot, Thirty-third Street and Seventh Avenue, New York, or Atlantic Avenue Depot, Brooklyn. Free Transportation Provided at These Stations.

### NEW SECTION NOW ON

At \$245 per Lot, \$10 Down, \$5 per Month

No assessments for cement sidewalks, water, gas, electric light or sewer mains.

### Inspect 40 Beautiful Homes Now Building

LISTED AT LOW PRICE AND TERMS TO SUIT

The magnitude of the development warrants us in sacrificing profits to home buyers on these first forty houses.

Queens Land and Title Co., Times Building, 42d St., N. Y.

Phone 1023 Bryant.

### REAL ESTATE FOR SALE— QUEENS.

**BUY A HOME**  
\$3,500

45 Sold in 1911

22 Sold This Season

\$300 DOWN

\$16 MONTHLY

Old English Dash Stucco

7 rooms and bath, beautifully decorated, modern improvements, hardwood trim, oak doors, steam heat. Also two family houses, \$4,800; \$500 down, \$18 monthly.

BEST PROPOSITION NEAR NEW YORK CITY.

Buy at 2 blocks south of Jamaica St., take subway to Flatbush av. station, 1 P. M. R. R. local train to Woodlawn station—10 minutes' ride. Or Crosses Hill "L" from Park Row to Jamaica and Woodlawn, 5 cents fare to New York.

Come out to see these homes at any time.

**DENNIS J. COMISKIEY,**

20 YEARS' EXPERIENCE AS A BUILDER.

### REAL ESTATE FOR SALE— RICHMOND.

**STATEN ISLAND BUNGALOW SITES**

At Bargain Prices.

Sea Breeze Heights.

Fronting the Raritan Bay. Three blocks from the station. Cement sidewalks. City water. Trunk line sewer running through the property. Large bathing beach right on the property for the free use of all purchasers. Large pier for fishing, bathing and boating. This property is ideal; 43 trains per day; 50 minutes, including ferry from Wall street.

**FREE SPECIAL EXCURSION  
DECORATION DAY.**

Write reserving tickets or meet our representative at South Ferry 1 P. M.

W. C. Reeves Co., 124 E. 23d St.

**If you want your "business" to become the talk of the town, tell about it through a World "Want"**

Ad. 999999

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many to city officials. He says the rush of homeseekers to the Kings Highway section would absorb twice as many dwellings as can be built.

South Ozone Park opens its new Democratic clubhouse to-night with a parade, fireworks, speeches and banquet. Many Queens Borough officials will be there. Population is growing fast and the David P. Leahy company has sixty-five new houses ready for occupancy.

"Now that the question of Rapid Transit for Queens is favorably settled," says Manager Randall of Queensboro corporation, "we are likely to see an increasing demand for homes and home sites in all sections of the borough to be benefited."

Queens Land and Title Co. took over one hundred persons to Massapequa last Sunday, and forty houses under construction aroused much favorable comment. There was heavy buying. Electric light and gas mains are being installed and streets are being extended through the new sections. The company expects another large crowd tomorrow on the 1.30 o'clock train.

President T. I. McNeece of Queens Gardens, L. I., sold twenty home sites there to-day to C. W. Wilson of Utica, which will be improved as a permanent investment; also new houses to C. Blair and N. W. Phillips.

Fire Island Beach Development Company at Setauket sold sites this week to Dr. Archibald D. Smith, William B. Morewood, Mrs. Edna M. Swenson, Mrs. Marie E. Taylor, Dr. Laforest A. McClelland, William H. Lewis, Mr. Edmund T. Perry, Mrs. J. L. Gere, Mrs. Alma Barbara Conroy.

Louis Schlesinger in Newark sold farms this week at Matawan for Mrs. Lottie Heller to Joseph Marcey, at Tennent for Thomas F. Finucan to Harry G. Brown, at Highbridge for Harry A. Steele; country places at Irvington to William Howe, at Nutley for Mrs. Alice C. Bayne to William L. Longfellow.

"Monmouth Beach is coming into its own again this summer," says President D. Hays Butts of the clubhouse company. "We have eighteen new cottages for sale."

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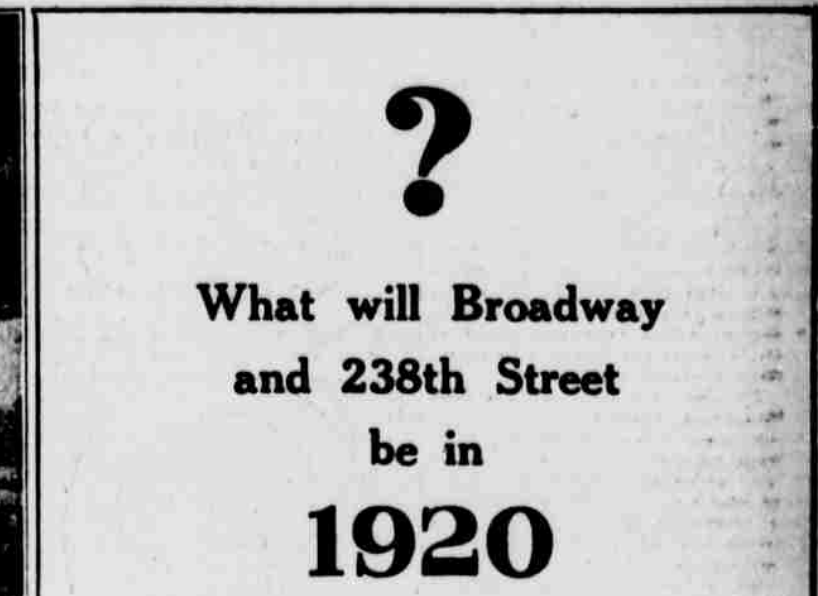
Columbus Avenue and 92d Street—1885



Columbus Avenue and 92d Street—1895



Broadway at 238th Street—To-day



Value of Lots on Columbus Avenue in 1885—\$6,000 to \$10,000  
Value of Lots on Columbus Avenue in 1895—\$25,000 to \$35,000  
Side Streets in 1885, \$3,000 to \$6,000—1895, \$12,000 to \$20,000

This is what transit facilities did for Columbus Ave.

What is it going to do for Broadway and 238th Street at Van Cortlandt Park and adjacent Streets?

### The Van Cortlandt Estate Sale

offers a chance to duplicate the profits made on Columbus Avenue and adjacent streets

**719 Lots** on Broadway, between 238th and 240th Streets, Van Cortlandt Park, South, Moshulu Parkway, Jerome Park Reservoir and adjacent avenues and streets.

(Subway Station at Broadway and 238th Street)

Sold on Premises, Without Reservation.

**Saturday, June 8th, 1912, at 10.30 A. M.**

75% may remain on mortgage. Titles guaranteed by Lawyers' Title Insurance & Trust Co.

ADAM WEINER, Esq., Referee. Messrs. Philbin, Beekman, Menken & Griscom, Plaintiff's Attorneys.

For Maps and Particulars apply to

**Joseph P. Day** or **J. Clarence Davies**

Auctioneer, 31 Nassau Street 149th Street & 3rd Avenue, BRONX

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